C

**Competitive audit:** An overview of your competitors’ strengths and weaknesses

**Complementary:** Taking into account how the product design on each device can make the overall user experience better

**Consistency:** Having a uniform design, so users can expect the design to feel familiar across devices and products

**Context:** Designing for the needs of a specific device and the way in which the user will use that device in any given situation

**Continuity:** Providing users with a smooth and uninterrupted experience as they move between devices

D

**Dedicated mobile app (native mobile app):** Built to live on a mobile device and is accessed through an icon on the phone, usually on the phone’s home screen

E

**Empathy:** The ability to understand someone else’s feelings or thoughts in a situation

**Empathy map:** An easily understood chart that explains everything designers have learned about a user

G

**Graceful degradation (top-down designing):** A method of designing from the largest screen, with a lot of features and interactions, to smaller screens, where features and interactions are scaled back

M

**Mobile-first philosophy:** A method of design that starts by designing the mobile version of a product and later adapts it to fit larger screens

N

**Next Billion Users (NBU):** The billion people around the world who are accessing the web for the first time

P

**Pain points:** Any UX issues that frustrate the user and block the user from getting what they need

**Personas:** Fictional users whose goals and characteristics represent the needs of a larger group of users

**Problem statement:** A clear description of the user’s need that should be addressed

**Progressive enhancement (bottom-up designing):** Designing from the smallest screen, with the basic capabilities of the product design, to the largest screen, where more advanced features and interactions are added

R

**Responsive web app:** An actual website that adapts to the user’s device and is accessed through a mobile phone’s web browser

U

**User journey:** The series of experiences a user has as they interact with your product to achieve a specific goal

**User story:** A fictional, one-sentence story told from the persona’s point of view that inspires and informs design decisions